

## **PRESS RELEASE**

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## **FOR IMMEDIATE RELEASE**

### **AUDIO-TECHNICA'S AT-PEQ3 PHONO PREAMPLIFIER ENABLES A TURNTABLE TO BE USED WITH A VARIETY OF AUDIO COMPONENTS**

*STOW, OH, February 9, 2009* — The Audio-Technica AT-PEQ3 phono preamplifier enables a turntable to be connected to any audio component with a line-level input, including audio/video receivers, powered speakers, computers, audio mixers and recording units.

Crystal Griffith, Audio-Technica Consumer Marketing Manager, explained, “A line-level input is the type of input used in most consumer audio equipment. However, the phono-level output from a turntable cannot be connected directly to a line-level input. Most audio components don’t have a phono input, and conversely, many older turntables do not have a built-in phono preamp.”

Griffith continued, “Vinyl is enjoying a renaissance, and more and more people want to listen to records, whether they’re new to the format or just want to connect their old turntable again. The AT-PEQ3 is a high-quality solution that makes this possible for all turntable enthusiasts.”

The AT-PEQ3 preamplifier accepts the signal from a turntable and converts it to a line-level signal by applying an equalization curve and boosting the signal. When a record is cut, the low

frequencies are reduced and the high frequencies are boosted; this is known as RIAA (Recording Industry Association of America) equalization. This equalization (EQ) improves sound quality and permits longer playing times. The AT-PEQ3 provides the compensating RIAA playback EQ and the amplification needed to connect a turntable to line-level devices.

The AT-PEQ3 is designed for use with moving-magnet (MM) type phono cartridges, not for use with moving-coil (MC) type cartridges. It utilizes high-quality audio integrated circuits and internal parts for outstanding signal purity and low-noise operation. The AT-PEQ3 features gold-plated RCA input and output connectors and has a compact (2.75" wide x 1.18" high x 3.6" deep), all-metal enclosure for durability and isolation from radio frequency interference (RFI). It is supplied with a power adapter and a 1-meter RCA interconnect.

The Audio-Technica AT-PEQ3 phono preamplifier is available at a suggested retail price of \$119.00.

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Photo File: AT-PEQ3 Image.jpg

Celebrating 47 years of audio excellence, Audio-Technica is renowned worldwide for a broad range of consumer and professional audio products, including high-performance headphones, microphones, wireless systems, turntables and phono cartridges. Winner of numerous industry awards, Audio-Technica designs and manufactures products that set quality, durability and price/performance standards for major concert tours, broadcast and recording studios, corporate and government facilities, theaters, house-of-worship venues, and consumer applications. Learn more at [www.audio-technica.com](http://www.audio-technica.com).

— *For more information on the complete range of Audio-Technica products, contact Karen Emerson, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web: [www.audio-technica.com](http://www.audio-technica.com).*

— *For further information regarding product availability and pricing in the United Kingdom, please Contact Denise Burnage ([dburnage@audio-technica.co.uk](mailto:dburnage@audio-technica.co.uk)); in Germany, please contact Anja Groth ([a.groth@audio-technica.de](mailto:a.groth@audio-technica.de)); in the rest of Europe, please contact Evangéline Pirot ([epirot@audio-technica-europe.com](mailto:epirot@audio-technica-europe.com)).*